

(modified PTO/SB/08A)

U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number: 10/721,010	
		Filing Date: November 24, 2003	
		First Named Inventor: Ross KONINGSTEIN	
		Group Art Unit: 3622	
		Examiner Name: William A. Brandenburg	
Sheet	1	of	2
		Attorney Docket No.: Google-48 (GP-083-00-US)	

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
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	AZ	5,740,549	04/14/1998	Reilly et al.	
	BA	5,848,397	12/08/1998	Marsh et al.	
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	BN	95/001,061		Reexamination of Stone et al.	
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	BP	95/001,068		Reexamination of Stone et al.	

Examiner Initials*	Cite No ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
	BQ	WO 97/21183	06/12/1997			
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	BU	JP 2002-259790	9/13/2002			
	BV	JP 2003-108425	4/11/2003			

Examiner Signature	/William Brandenburg/	Date Considered	07/23/2009
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1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /W.B./

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OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
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	BX	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995	
	BY	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997	
	BZ	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997	
	CA	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997	
	CB	Information Access Technologies, Inc., Aaddzz.com website archive from www. Archive.org, archived on Jan. 30, 1998	
	CC	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998	
	CD	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998	
	CE	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998	
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	CH	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999	
	CI	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 nd Ed., John Wiley & Sons, 1999	
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	CK	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061	
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	CN	Statement Regarding References in 1449 Form	
	CO	Examiner's Report No. 2 for Australian Patent Application No. 2004294170, dated March 24, 2009 (2 pgs.)	
	CP	Notice of Reasons of Rejection for Japanese Patent Application No. 2006-541619, mailed January 6, 2009 (10 pgs.) with translation (12 pgs.)	

Examiner Signature	/William Brandenburg/	Date Considered	07/23/2009
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